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6/4/51

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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WEEK BEGINNING MONDAY, JUNE 4, 1951

Monday June 4 10:30 A.M.	PREVIEW OF FALL AND WINTER FUR COLLECTION Fredrica Furs (Arthur Schwartz, designer) Fall and Winter collection will be presented to the press. By invitation only. <u>Trade showings, beginning Tuesday, June 5 at 10:00 A.M.</u> By appointment. Contact: CH. 4-8685. Publicity: Mildred Kaldor, MU. 9-5420.	FREDRICA FURS 345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday June 4 2:30 P.M.	BONNIE CASHIN'S FALL COLLECTION Press preview of Bonnie Cashin's Fall collection, designed for Adler & Adler. By invitation only. Publ.: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER 550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Monday June 4 4:00 P.M. Champagne	PRESS PREVIEW: FALL DRESS COLLECTION Presentation to the press of Rudolf Gowns collection of cocktail, dinner and evening dresses for Fall. By invitation only. Contact: Robert Macrae, WI. 7-6865. Publicity: Eleanor Kairalla Agency, MU. 8-1172.	RUDOLF GOWNS 530 SEVENTH AVENUE SHOWROOM-12TH FLOOR
Monday June 4 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Preview of Vera Maxwell's dress and suit collection for Fall. (<u>Resident Buyer's Preview on June 4 at 12:00 Noon</u>). Daily showings, beginning Tuesday, June 5, at 12:00 Noon and 4:00 P.M. Contact: Janet Hutton, LO. 3-4358.	VERA MAXWELL, INC. 530 SEVENTH AVENUE SHOWROOM-26TH FLOOR
Postponed June 4	RENAULT MOTORS PRESS SHOWING, ORIGINALLY SCHEDULED FOR MONDAY, JUNE 4 AT 4:00 P.M., HAS BEEN POSTPONED TO MONDAY, JUNE 25 AT 4:00 P.M.	
Beginning Monday June 4- June 15	PREVIEW OF FALL FASHIONS FROM "CHARM" "Charm" Magazine's Fall fashions for women who work, from the August and September issues. Theme: "Clothes That Work Wonders--For You and Your Paycheck". <u>Showings daily at 9:00 A.M., 10:00 A.M., 11:00 A.M. and 12:00 Noon</u> , for stores and buying offices. These will be repeated in the Charm Merchandise Studio, 575 Madison Avenue, at continuous daily showings from June 15 through June 29. Contact: Estelle Ellis, Promotion Director, PL. 9-2080.	CHARM MAGAZINE 1384 BROADWAY SHOWROOM-20TH FLOOR
Beginning Monday June 4	OPENING OF FALL COLLECTION Showing of A. Goodman's dress collection for Fall, at 10:30 A.M. and 1:30 P.M. Contact: Al Bedine, WI. 7-4077. Publ.: Viola Shefer, PL. 3-3173.	A. GOODMAN & CO., INC. 530 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Monday June 4	OPENING: FALL LINES Daily at 10:30 A.M. and 2:30 P.M. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC. 498 SEVENTH-23RD FL.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

OPENING OF FALL COLLECTIONS BY THE SPORTSWEAR GUILD

<u>MONDAY, JUNE 2</u> 230 PM			
Sport-Craft, Inc.	10:30 A.M.; thereafter 10:30 & 2:30	550 7th, LA.	4-9724.
Star-Maid Dresses	10:30 A.M. and 2:30 P.M. daily.	498 7th, PE.	6-0444.
<u>TUESDAY, JUNE 3</u>			
Adler & Adler, Inc.	10:30 A.M. daily.	550 7th, BR.	9-9600.
Kane-Weill	10:30 A.M. & 2:30 P.M. daily.	498 7th, LO.	5-3041.
<u>WEDNESDAY, JUNE 4</u>			
Davidow	By appointment . Miss Kennedy	550 7th, PE.	6-6909.
David M. Goodstein	10:30 A.M. & 2:30 P.M. daily.	550 7th, LA.	4-2577.
Mutual Rosenbloom	2:30 P.M. daily . Miss Clark	498 7th, CH.	4-6221.
	(Mary Stevens collection, Mon. June 4, at 1:30 P.M., daily).		
<u>THURSDAY, JUNE 5</u>			
Charles W. Nudelman	10:30 & 2:30; thereafter 10:30 A.M.	550 7th, LA.	4-1254.
Zoltan Rosenberg Co.	2:30 P.M. daily . Miss Aileen	550 7th, LA.	4-6691.

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)

<u>MONDAY, JUNE 4</u>			
Deitsch, Wersba & Coppola, Inc.	10:30 A.M.	512 7th, PE.	6-6872.
A. Goodman & Co., Inc.	10:30 A.M. & 1:30 P.M.	530 7th, WI.	7-4077.
Nathan-Strong, Inc.	11:30, 1:30, and 3:30	530 7th, PE.	6-7590.
Paul Parnes Corp.	2:30; thereafter 10:30 A.M.	498 7th, CH.	4-4600.
	and 2:30 P.M. daily		
<u>TUESDAY, JUNE 5</u>			
Ben Barrack, Inc.	Continuous showings	533 7th, LO.	4-3923.
Capri Frocks, Inc.	10:30 A.M. & 2:30 P.M.	1372 Bway, WI.	7-7430.
Elfreda, Inc.	1:00 P.M.	498 7th, CH.	4-2659.
Ben J. Gam, Inc.	1:00 P.M. & 4:00 P.M.	530 7th, CH.	4-4129.
Fred Greenberg Dress Co.	10:30 A.M. & 2:30 P.M.	550 7th, LO.	4-5820.
Joseph Halpert, Inc.	10:30 A.M. & 2:30 P.M.	530 7th, WI.	7-7400.
Horwitz and Duberman, Inc.	10:30 A.M. & 2:30 P.M.	498 7th, LO.	4-1860.
International Dress Co.	2:00; thereafter 10:30	1400 Bway, LA.	4-7100.
	and 2:00 P.M.		
Junior League Frocks, Inc.	10:30 A.M. & 2:30 P.M.	1372 Bway, WI.	7-3200.
Milmont Gowns Co., Inc.	1:00 P.M. & 4:00 P.M.	530 7th, CH.	4-2617.
Frank Starr, Inc.	10:30 A.M. & 1:00 P.M.	530 7th, LA.	4-7690.
Suzanne-Augustine, Inc.	10:30 A.M. & 2:30 P.M.	1 W. 47, PL.	7-3465.
Hannah Troy, Inc.	1:00 P.M. & 4:00 P.M.	530 7th, LO.	3-0988.
<u>WEDNESDAY, JUNE 6</u>			
Larry L. Aldrich Co., Inc.	2:30 P.M.	530 7th, CH.	4-1872.
Hansen Bang, Inc.	2:30 P.M.	498 7th, BR.	9-4020.
Rudolf Gowns	1:00 P.M. & 4:00 P.M.	530 7th, WI.	7-6865.
Herbert Sondheim, Inc.	2:30; thereafter 10:30	530 7th, LA.	4-7540.
	and 2:30 P.M.		
<u>THURSDAY, JUNE 7</u>			
Ed Gerrick, Inc.	2:30 P.M.	550 7th, LO.	4-1820.
Grabois	10:30 & 1:15 & 4:00	498 7th, CH.	4-2767.
Nat Kaplan, Inc.	10:30 & 1:15 & 4:00	498 7th, LO.	5-4115.
David Levine Co.	10:30 A.M. & 2:30 P.M.	530 7th, LA.	4-0237.
David Marcus, Inc.	12:00 Noon & 2:30 P.M.	498 7th, PE.	6-4697.
Parnis-Livingston, Inc.	12:00 Noon	530 7th, BR.	9-5012.
Martin Simon, Inc.	Continuous showings	498 7th, LA.	4-2877.
<u>FRIDAY, JUNE 8</u>			
Ben Reig, Inc.	10:00; thereafter Tuesday,	498 7th, CH.	4-1542.
	Wednesday & Thursday only		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 4	FALL COATS & SUITS At 10:30 A.M., 1:30 P.M., 3:30 P.M., daily.	CARLANE, INC. Contact: LO. 4-0180.	512 SEVENTH-12TH FL.
Monday June 4	OPENING: FALL SEPARATES Daily showings by new designer.	DORA DEGIARDE Contact: Angeline Dougherty, CH. 4-2308.	110 W. 40TH-RM. 704
Monday June 4	FALL SEPARATES Daily showings at 10:30 A.M.	DELPHI MANUFACTURING CO. Publicity: Mildred Kaldor, MU. 9-5420.	1370 BROADWAY-15TH
Monday June 4	OPENING: FALL LINE Daily showings of Fall suit collection, by appointment.	BEN GERSHEL & CO., INC. Contact: LA. 4-2544.	512 SEVENTH AVENUE
Monday June 4	OPENING: FALL LINE Showings of blouses, skirts, separates.	DORINE LIEBERT Contact: Faye Berk, EL. 5-2577.	15 E. 53RD-9TH FL.
Monday June 4	OPENING: FALL LINE Daily showings by California designer.	DON LOPER, INC. Contact: EL. 5-2800.	SHERRY NETHERLANDS
Monday June 4	OPENING: FALL LINE Daily showings.	MAJESTIC SPECIALTIES Contact: LO. 4-3113.	1410 BROADWAY
Monday June 4	FALL COATS & SUITS By appointment only.	PHILIP MANGONE Contact: PE. 6-2204.	500 SEVENTH AVENUE
Monday June 4	FALL COORDINATES Continuous showings of Fall costume coordinates.	TERRY MASON, INC. Contact: LO. 4-4392.	1384 B'WAY-RM. 1022
Monday June 4	FALL COATS & SUITS Opening at 2:30 P.M.; thereafter, 10:30 A.M. & 2:30 P.M.	MAX MILSTEIN, INC. Contact: WI. 4-4223.	230 W. 39TH-9TH FL.
Monday June 4	OPENING: FALL SUEDE LINE Suede coats & suits. By appointment.	SAMUEL ROBERT Contact: Angeline Dougherty, CH. 4-2308.	110 W 40TH-RM. 704
Monday June 4	OPENING: FALL LINE Maternity fashions.	STORK-STYLE (Miss Medium) Contact: Adele Lakes, Dundon Associates, WI. 7-7062.	1400 BROADWAY-11TH
Monday June 4	OPENING: FALL BLOUSES Continuous daily showings.	ALICE STUART Contact: Cecile K. Busgang, LO. 4-5241.	525 SEVENTH-5TH FL.
Monday June 4	OPENING: FALL LINE Showings of ensembles, dressmaker suits and dresses.	JOHN TRAINA ORIGINALS Contact: LO. 4-0270.	491 SEVENTH AVENUE
Monday June 4	OPENING: FALL GOWNS Continuous daily showings.	VENÉ BRIDAL GOWNS, INC. Contact: LA. 4-3569.	525 SEVENTH-9TH FL.
Monday June 4	OPENING: FALL LINE Daily showings; by appointment.	BEN ZUCKERMAN Contact: WI. 7-3764.	512 SEVENTH-40TH FL.
Tuesday June 5 9:30 A.M. And 2:30 P.M.	FIFTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle's" 15th Annual College Clinic, a preview of fashions from the August College issue. By invitation only, for Mlle's official tie-in stores. Contact: Wilma Libman Bell, Promotion Director, FL. 9-2080.	MADemoisELLE MAGAZINE	HOTEL ROOSEVELT BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 5 9:45 A.M.	PRESS PREVIEW: COAT AND SUIT COLLECTION Press preview of the Fall and Winter coat and suit collection, designed by Mme. Elsa Schiaparelli in Paris, and manufactured by Henry Mandelbaum in the U.S. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7108.	SCHIAPARELLI, U.S.A.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Tuesday June 5 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Modern Couture and Junior Couture will present Fall cocktail and evening dresses, designed by Helene Barbieri. By invitation only. Continuous daily showings thereafter. Publ.: Pauline Greene, Esmond & Dore, MU. 7-8297.	MODERN COUTURE & JUNIOR COUTURE	525 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Tuesday June 5; June 6 10:30 A.M.	PRESS & TRADE PREVIEW OF FALL COLLECTION Presentation of the Bellociano Fall coat and suit collection. By invitation. Daily showings thereafter at 10:30 A.M. and 2:30 P.M. Publicity: Sidney Dee Bloeme, JU. 6-4490.	DAVE BELLSEY CO., INC.	512 SEVENTH AVENUE SHOWROOM
Tuesday June 5 11:00 A.M.	PREVIEW: FALL COLLECTION DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance of Frank Gallant. By invitation only. <u>Beginning Wednesday, June 6, at 10:30 A.M. and 2:30 P.M., there will be daily trade showings of the Frank Gallant collection, including the group of clothes by Brigance. Contact: Herbert Gallant, LA. 4-7286.</u>	FRANK GALLANT, INC.	205 W. 39TH STREET SHOWROOM-5TH FLOOR
Tuesday June 5 12:00 Noon Luncheon	PREVIEW OF FALL SPORTSWEAR COLLECTION Presentation to the press and resident buyers of Frances Sider's collection of Fall sportswear, including "Turntable Separates"--wardrobes revolving around the ensemble, at a picnic box luncheon. By invitation only. <u>Daily trade showings, beginning Wednesday, June 6, at 10:30 A.M. and 2:30 P.M. Contact: Julie Isles, LO. 4-3323.</u>	FRANCES SIDER, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR
Tuesday June 5 12:00 Noon Luncheon	MERCHANDISING SCHOOL GRADUATION LUNCHEON Graduates of the Laboratory Institute of Merchandising will be honored at a luncheon and reception. Publicity: Ann Spinney, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF-ASTORIA SERT ROOM
Tuesday June 5 2:00 P.M.	COAT & SUIT COLLECTION DESIGNED BY MOLLY Jack Sarnoff, Inc. will present the Fall and Winter collection of Molly Design coats and suits. By invitation. Daily showings, thereafter at 2:00 P.M. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM-38TH FLOOR
Beginning Tuesday June 5 2:30 P.M.	OPENING OF FALL COLLECTION Pauline Trigere's Fall collection will be presented on Tuesday, June 5, at 2:30 P.M.; June 6, at 4:30 P.M.; June 7, at 4:30 P.M. <u>By appointment only</u> Contact: Cecille Gordon, PL. 3-6778.	TRIGERE, INC.	29 WEST 57TH STREET SHOWROOM
Tuesday June 5 4:00 P.M. Champagne	CUSTOM FURS BY RALPH MARANO Annual Pink Champagne party, with a showing of Fall and Winter furs, designed by Ralph Marano for Russeks wholesale fur department. By invitation only. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	9TH FLOOR DESIGN STUDIO

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 5 4:30 P.M. Cocktails	PREVIEW OF "GLAMOUR'S" SEPTEMBER CAREER ISSUE Annual fashion show and preview of "Glamour" Magazine's September 1951 career issue. Press by invitation. Tickets limited to "Glamour" tie-in stores & buying offices. Contact: Nina Kyle or Mary Joan Finley, LE.2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
Tuesday June 5 4:30 P.M. Cocktails	PRESS & TRADE SHOWING OF FALL COLLECTION Presentation to the press and trade of the Fall collection by Norbert Jay. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	NORBERT JAY	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday June 5	OPENING: FALL LINE At 10:30 A.M. and 2:30 P.M. daily. Publicity: Ann Pester, WI. 7-0152.	PAUL ADLER ORIGINALS, INC.	498 SEVENTH-18TH FL.
Beginning Tuesday June 5	OPENING OF FALL DRESS COLLECTIONS Showing of <u>Arkay's</u> Fall collection, designed by Madeleine Fauth--continuous daily on 19th Floor; <u>Junior Formals</u> , designed by Rappi--daily at 10:00 A.M., 1:00 P.M., 3:00 P.M.; <u>Margot Dresses</u> , designed by Anne Fogarty--daily at 11:00 A.M., 2:00 P.M., 4:00 P.M. Contact: LO. 5-2626.	ARKAY; JUNIOR FORMALS; MARGOT DRESSES, INC.	498 SEVENTH AVENUE SHOWROOMS-19TH & 20TH
Tuesday June 5	OPENING: FALL LINE At 3:30 P.M. daily, through June 13. Publ.: Pauline Greene, MU. 7-8297.	ARNOLD & FOX, INC.	530 SEVENTH-10TH FL.
Tuesday June 5	OPENING: FALL SPORTSWEAR Continuous daily showings. LA. 4-0111.	ARROWHEAD PLAYCLOTHES	550 SEVENTH-2ND FL.
Tuesday June 5	OPENING: FALL LINE Showings at 10:30 A.M. and 2:30 P.M. daily. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH-21ST FL.
Tuesday June 5	OPENING: FALL LINE Continuous daily showings. Contact: Norma Chambart, PL. 7-8260.	J. & J. CHAMBART	37 WEST 47TH-9TH FL.
Tuesday June 5	OPENING: FALL LINE Showings at 12:00 Noon daily. Publicity: Mildred Kaldor, MU. 9-5420.	DIMINUTIVES, INC.	498 SEVENTH-21ST FL.
Tuesday June 5	OPENING: FALL GOWN LINE Daily showings of Kornhauser Originals collection. Contact: LO. 5-6198.	EDMARK GOWNS, INC.	550 SEVENTH AVENUE
Tuesday June 5	OPENING: FALL LINE Showing coats & suits, 10:00 A.M. daily. Publ.: Ann R. Silver, MU. 7-8654.	SEYMOUR FOX	512 SEVENTH-34TH FL.
Tuesday June 5	FALL COATS & SUITS Showing daily at 2:00 P.M. Contact: PE. 6-1310.	HARRY FRECHTEL CO.	205 WEST 39TH ST.
Tuesday June 5	OPENING: FALL LINE Showings of Fall and back-to-school fashions. Contact: LO. 4-4850.	JERRY GREENWALD, INC.	1400 B'WAY-29TH FL.
Tuesday June 5	FALL COATS & SUITS Showing daily at 10:00 A.M. and 2:30 P.M. Contact: PE. 6-8130.	HANDELSMAN & RAIFFE, INC.	205 WEST 39TH ST.
Tuesday June 5	OPENING: FALL LINE At 10:30 A.M.; 12:00 Noon; 2:30 P.M.; 4:00 P.M. Contact: LO. 5-0525.	JACK HERZOG & BRO., INC.	530 SEVENTH-9TH FL.
Tuesday June 5	FALL COATS & SUITS At 2:00 P.M.; thereafter 10:30 A.M. & 2:00 P.M. Contact: PE. 6-7530.	GEORGE JABLOW & CO.	530 SEVENTH AVENUE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 5	OPENING: FALL LINE Continuous daily showings.	JUNIOR ACCENT Contact: Norman Flatow, LO. 4-1434.	1400 B'WAY-32ND FL.
Tuesday June 5	OPENING: FALL LINE At 10:30 A.M. continuous thereafter.	DAVID KLEIN, INC. Contact: BR. 9-7580.	525 SEVENTH-20TH FL.
Tuesday June 5	OPENING: FALL LINE Showing at 10:30 A.M. daily.	MARTINI DESIGNED Publicity: Mildred Kaldor, MU. 9-5420.	498 SEVENTH-21ST FL.
Tuesday June 5	OPENING: FALL LINE Daily showings by appointment.	CLAIRE McCARDELL (TOWNLEY) Contact: Betty Ann Brown, LO. 4-2155.	550 SEVENTH-6TH FL.
Tuesday June 5	OPENING: FALL LINE Miss America and Rose Barrack collections at 10:30 A.M. and 2:30 P.M. daily.	MISS AMERICA Contact: Polly McCuiston, CH. 4-6030.	530 SEVENTH-16TH FL.
Tuesday June 5	OPENING: FALL LINE Showings at 10:00 A.M. daily, by reservation.	ADELE SIMPSON Contact: LA. 4-7626.	530 SEVENTH-23RD FL.
Tuesday June 5	OPENING: FALL LINE Showings daily at 10:00 A.M., 1:30 P.M., & 3:30 P.M.	ZELINKA-MATLICK Contact: BR. 9-8683.	512 SEVENTH AVENUE
Wednesday June 6 9:15 A.M. Breakfast	BREAKFAST PREVIEW OF FALL DRESS COLLECTION Press preview of Ira Rentner's Fall collection of daytime and cocktail dresses, and costume suits for the sophisticated miss. Showing at 10:00 A.M. By invitation only. <u>Trade shows beginning, Thursday, June 7 at 2:30 P.M., and daily thereafter, at 10:30 A.M. & 2:30 P.M.</u> Contact: Frances Rentner Straus, LA. 4-0162. Publ.: Sherry Royce, CH. 4-5030.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM-12TH FL.
Wednesday June 6 11:00 A.M.; Thursday June 7 10:30 A.M.	PREVIEWS OF FALL JEWELRY COLLECTION Mr. Clifford A. Furst will hold two round-table previews of the Castlecliff and Castlemark costume jewelry collections for Fall, 1951. <u>Wednesday, June 6: magazine press; Thursday, June 7: newspaper and syndicate press.</u> By invitation only. Publicity: Ruth Hammer Associates, Inc., EL. 5-7108.	CASTLECLIFF, INC.	366 FIFTH AVENUE SHOWROOM-5TH FLOOR
Wednesday June 6 12:30 P.M. Luncheon	ANNUAL GRADUATION LUNCHEON & AWARDS Fourteenth annual graduation luncheon. By invitation. Contact: Candace Martten, TR. 9-4644. Publicity: Beatrice Cannon, CH. 4-1219.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Wednesday June 6 4:00 P.M. Cocktails	PRIVATE SHOWING FOR FASHION PRESS The McMullen Company's press preview of their Fall sportswear fashions. By invitation only. <u>Trade showings beginning Thursday, June 7, at 10:30 A.M. and 2:30 P.M.</u> Contact: MU. 3-9560.	THE McMULLEN CO., INC.	475 FIFTH AVENUE SHOWROOM-4TH FLOOR
Wednesday June 6 4:00 P.M. Cocktails	ELEVENTH ANNUAL SEWING CONTEST & FASHION SHOW Prize-winning home-sewn garments will be modeled. By invitation. Publicity: Grace Turner, Win Nathanson & Associates, Inc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Wednesday June 6	FALL BLOUSES & SEPARATES Daily showings. Contact: WI. 7-0064. Publ.: Thal Spitzer, LO. 5-2674.	DOREEN ORIGINALS, INC.	533 SEVENTH-11TH FL.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

ADVANCE SHOWINGS: 17TH NATIONAL PRESS WEEK (JULY 9, 1951)

The following members of the N.Y. Dress Institute's Couture Group will hold Advance Showings of their Fall collections for the News Syndicates, Magazines, and Foreign Press (for release during Press Week, which begins July 9).

Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.

Wednesday, June 6....	3:00 P.M.	PATTULLO-JO COPELAND	403-5650	498 SEVENTH AVE.	
Monday, June 11....	4:00 P.M.	ANTHONY BLOTTA	PE 6-8412	498 SEVENTH AVE.	
Tuesday, June 12....	2:30 P.M.	HANSEN BANG	BR 9-4020	498 SEVENTH AVE.	
Friday, June 15....	1:00 P.M.	OLEG CASSINI	BR 9-5986	498 SEVENTH AVE.	
Monday, June 18...	10:00 A.M.	ADELE SIMPSON	LA 4-7626	530 SEVENTH AVE.	
	12:00 NOON	PARNIS-LIVINGSTON	BR 9-5012	530 SEVENTH AVE.	
	1:00 P.M.	HANNAH TROY	LO 3-0988	530 SEVENTH AVE.	
	4:30 P.M.	TRIGERE	LO 3-1600	29 WEST 57TH ST.	
Tuesday, June 19...	10:00 A.M.	BEN REIG	CH 4-1542	498 SEVENTH AVE.	
Wednesday, June 20...	10:00 A.M.	NETTIE ROSENSTEIN	BR 9-6890	550 SEVENTH AVE.	
Thursday, June 21...	10:30 A.M.	CAPRI ORIGINALS	WL 7-7430	1372 BROADWAY	
	2:30 P.M.	PAUL PARNES	CH 4-4600	498 SEVENTH AVE.	
Friday, June 22...	11:00 A.M.	EDWIN H. FOREMAN (Tina Leser)		1410 BROADWAY	WL 7-6572
	1:00 P.M.	MILMONT GOWNS	CH 4-2617	530 SEVENTH AVE.	
Monday, June 25...	10:30 A.M.	DAVIDOW	PE 6-6909	550 SEVENTH AVE.	
	2:30 P.M.	TOWNLEY FROCKS (Claire McCardell)		550 SEVENTH AVE.	
Tuesday, June 26...	10:30 A.M.	MONTE-SANO & PRUZAN	LU 2-2317	21 WEST 46TH ST.	
	11:30 A.M.	PHILIP MANGONE	PE 6-2204	500 SEVENTH AVE.	
	2:30 P.M.	SAMUEL CHAPMAN (Ceil Chapman)		530 SEVENTH AVE.	LA 4-5800
Wednesday, June 27...	10:30 A.M.	MAURICE RENTNER	LA 4-6968	498 SEVENTH AVE.	
	2:30 P.M.	HERBERT SONDHEIM	LA 4-7542	530 SEVENTH AVE.	
Thursday, June 28....	2:30 P.M.	ORIGINAL MODES	BR 9-8988	512 SEVENTH AVE.	

Wednesday June 6	FALL COATS & SUITS At 11:45 A.M. daily.	WILL NEMEROV, INC. Contact: Angeline Dougherty, CH. 4-2308.	500 SEVENTH AVENUE
Wednesday June 6	OPENING: FALL DRESS LINE Continuous showings daily.	JACQUELYN ROSS ORIGINALS Contact: BR. 9-8657.	498 SEVENTH-14TH FL.
Wednesday June 6	OPENING: FALL SPORTSWEAR Daily at 10:30 A.M.; 12:30 P.M. (luncheon).	CAROLYN SCHNURER Contact: Lee Walker, CH. 4-4587.	1410 B'WAY-23RD FL.
Beginning Wednesday June 6	OPENING OF AUTUMN LINGERIE COLLECTION Vanity Fair Mills will present the Autumn, 1951 lingerie collection at daily showings: 10:00 A.M.; 11:00 A.M.; 2:30 P.M.; and 3:30 P.M. Press by appointment. Publ.: Ruth L. Mills, Promotion Director, MU. 8-4805.	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM-6TH FLOOR
Thursday June 7 9:30 A.M. Breakfast	PRESS OPENING OF FALL COLLECTION Presentation of Janice Milan's Fall sportswear collection, designed by Selig Sidney. By invitation only.	JANICE MILAN, INC. Contact: Judith Sidney, LO. 4-7940.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Thursday June 7 12:00 Noon Luncheon	FALL DRESS COLLECTION AT PREVIEW FOR PRESS The press will be invited to a luncheon and preview of the Fall dress collection by Anna Miller. By invitation. Showings to the trade, beginning Monday, June 11 at 2:30 P.M. Contact: Dorothy Lambert of Anna Miller, CH. 4-3966.	ANNA MILLER, INC.	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 7 3:30 P.M.	PRESS SHOWING OF FALL FOUNDATIONS The press will be invited to a preview of "Profiles"--Flexees foundations for Fall by Artistic Foundations, Inc. Showing promptly at 4:00 P.M. By invitation only. Publicity: Sandra Kahn, 9-2100.	ARTISTIC FOUNDATIONS-- FLEXEES	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
Thursday June 7 3:30 P.M.	PREVIEW: FALL "AT-HOME" FASHIONS BY BRIGANCE Tula will invite the press to a showing of Fall "at-home" fashions, designed by Brigance. By invitation. Contact: Kay Norton, MU. 9-3737.	TULA, INC.	HOTEL PIERRE COTILLION ROOM
Thursday June 7 4:00 P.M.	JEWELRY MERCHANDISE TELEVISION CLINIC Special television clinic for manufacturers, covering technical problems on presentation of jewelry store merchandise via black and white and color television. By invitation only. Publ.: Martha Percilla, PL. 7-3075.	JEWELRY INDUSTRY COUNCIL	WALDORF-ASTORIA ASTOR GALLERY
Thursday June 7 4:30 P.M.- 6:30 P.M. Champagne	PRESS & TRADE PREVIEW BY NEW DESIGNER Lawrence Gaines will give a Champagne Party for press and buyers, presenting his original couturier designs for Fall in suits, dresses, and ensembles. By invitation only. <u>Beginning Monday, June 11 through June 15, trade showings from 10:30 A.M. to 12:00 Noon, and by appointment.</u> Publicity: Hilda Kassell, PL. 9-2917.	LAWRENCE GAINES	43 WEST 54TH STREET PENTHOUSE
Thursday June 7	OPENING: FALL LINE Jonmorr spectator dresses for Fall. Contact: Sidney Dee Bloeme, JU. 6-4490.	BENFATTO AND KALLMAN	498 SEVENTH AVENUE
Thursday June 7	OPENING: FALL LINE At 4:00 P.M.; thereafter at 1:00 P.M. and 4:00 P.M. Contact: BR. 9-5986.	OLEG CASSINI, INC.	498 SEVENTH-11TH FL.
Friday June 8 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION Presentation to the press of the Fall collection by B. H. Wragge. By invitation only. Publicity: Molly Porter, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Friday June 8 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Horwitz & Duberman will present their Fall collection; Couturier group by Alan Graham; Judy 'n Jill back-to-school and career clothes by Barry Burr; formals by Nona. By invitation. Contact: William Durland, LO. 4-1860.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Friday June 8 3:30 P.M.	PRESS & TRADE PREVIEW OF RABBIT FUR FASHIONS Press and trade will be invited to a showing of a new group of fashions in rabbit fur, including furs, sportswear, coats, suits, millinery, and accessories. Designers: Betse Cann-Beacon Hill; Bonnie Cashin; Clifford of del Mar; Ciro Sportswear; Vincent Coppola; Nelly de Grab; Mr. John; Tina Leser; Philip Mangone; Vera Maxwell; Dan Millstein; Claire McCardell; Greta Platttry, Carolyn Schnurer; Pauline Trigere; Sally Victor; Emily Wilkens; and others. <u>Curtain rises promptly at 3:45 P.M.</u> By invitation only. Fashion Director & Publicity: Doris A. Weston, Fashion Counselors, PL. 9-5844.	UNITED RABBIT DRESSERS, INC.	ZIEGFELD THEATRE 6TH AVE. & 54TH ST.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Postponed June 10	SOCIETY OF N.Y. DRESS DESIGNERS' FASHION SHOW, ORIGINALLY SCHEDULED FOR JUNE 10, HAS BEEN POSTPONED TO WED., JUNE 20 AT 7:15 P.M. (See Pg. 12).		
Monday June 11 9:30 A.M. Breakfast	FALL MILLINERY AT PRESS PREVIEW Presentation of Fall hat collection, designed by Mr. Arnold for de Clairville. By invitation only. Publ.: Maud G. Moody, LE. 2-4049.	de CLAIRVILLE, INC.	711 FIFTH AVENUE SALON
Monday June 11 3:30 P.M. Cocktails	PRESS & TRADE PREVIEW OF FALL COLLECTION Preview of a new idea in window promotion--"Flow of Color Plan", and showing of collection. By invitation only. <u>Daily trade showings thereafter, at 4:00 P.M.</u> Contact: Demi Daniels, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
Monday June 11 4:00 P.M. Cocktails	PRESS & TRADE PREVIEW OF FALL LINGERIE COLLECTION Presentation of Colura's Fall collection of nylon tricot lingerie in under-sea colors, designed by Myrtle Mayfield. By invitation only. Publicity: Doris A. Weston, Fashion Counselors, PL. 9-5844.	COLURA LINGERIE, INC. (185 MADISON AVENUE)	HOTEL AMBASSADOR TRIANON ROOM
Monday June 11	OPENING: FALL LINE Daily showings of Margaret Newman's Fall collection. Contact: LA. 4-4278.	MARGARET NEWMAN ORIGINALS	525 SEVENTH AVENUE
Monday June 11	OPENING: FALL LINE Daily showings by appointment. Contact: Sam Cohen, LO. 3-5650.	PATTULLIO-JO COPELAND	498 SEVENTH-14TH FL.
Monday June 11	FALL HANDBAGS Showings in individual members' showrooms. Publ. Ruth Lundgren, MU.6-0686.	NATL. AUTHORITY FOR LADIES HANDBAG INDUSTRY	
Tuesday June 12 9:15 A.M. Breakfast	FALL COLLECTION AT PRESS & TRADE PREVIEW The press and trade will be invited to a breakfast preview of Goodlyne's Fall dress collection, designed by Flo Schwartz. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	GOODLYNE FASHIONS (1400 BROADWAY)	HOTEL STATLER SKYTOP ROOM
Tuesday June 12 10:30 A.M.	PRESS PREVIEW: FALL GOWN COLLECTION Presentation to the press of Kiviette's collection of Fall gowns. By invitation only. <u>Daily trade showings thereafter at 10:30 A.M. & 2:30 P.M.</u> Contact: PL. 7-8750. Publicity: Rosemary Sheehan, CI. 7-8060.	KIVIETTE GOWNS, INC.	15 WEST 57TH STREET SALON
Tuesday June 12 11:45 A.M. Cocktails	FALL COLLECTION AT PRESS & TRADE PREVIEW "Autumn Grandeur"--Philip Hulitar will present his collection of couture fashions for Fall. Showing at 12:00 Noon, followed by luncheon. By invitation only. <u>Trade shows, beginning Wednesday, June 13 at 10:00 A.M. and 2:00 P.M., at 11 West 46th Street Showroom, 4th Floor.</u> Contact: CO. 5-7145. Publicity: Mollie Baldwin, LE. 2-4281.	PHILIP HULITAR, INC.	SHERRY'S-300 PARK SHERRY ROOM
Tuesday June 12 4:00 P.M. Tea	ADVANCE FALL MILLINERY FASHIONS The Millinery Creators Guild will present Advance Fall hats by the following eight members: Bernice Charles; Harryson Hats; G. Howard Hodge; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Jeanne Tete; and Vogue Hats. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 12 4:00 P.M. Cocktails	PREVIEW OF NEW BRASSIERE DESIGN Mr. Walter Lowy, Vice President of the Formfit Company, will introduce a new design in Formfit bras--"Separation Quotient". Showing at 4:30 P.M. By invitation only. Publicity: Nona James, CH. 4-7658.	FORMFIT COMPANY	STORK CLUB 3 EAST 53RD STREET
Tuesday June 12 4:30 P.M. Cocktails	PRESS & TRADE PREVIEW OF FALL COLLECTION Ginsburg & Abelson will present their Fall collection of Young Viewpoint fashions. By invitation only. Contact: Betty Abelson, CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Tuesday June 12	OPENING: FALL LINE Showing at 4:30 P.M., thereafter by appointment. Contact: PL. 7-2177.	RAYMOND MARINELLI, INC.	37 WEST 47TH STREET
Tuesday June 12	OPENING: FALL LINE Designed by Helen Clifford. Showings at 1:00 P.M. and 4:00 P.M. daily. Contact: BR. 9-1145.	TALMACK, INC.	530 SEVENTH-5TH FLOOR
Tuesday June 12	OPENING: FALL DRESS LINE Showings at 10:30 A.M. and 2:30 P.M. Contact: Elsie Brandt, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE
Wednesday June 13 9:15 A.M. Coffee	PRESS SHOWING: GOTHÉ COLLECTION FOR FALL Press preview of Fall and Winter collection of Gothe originals. <u>Showing at 9:30 A.M.</u> By invitation only. Publicity: Nona James, CH. 4-7658	DAVID E. GOTTLIEB, INC.	530 SEVENTH AVENUE SHOWROOM
Wednesday June 13 11:00 A.M. Luncheon; 4:00 P.M. Trade	PREVIEW OF NEW FOUNDATION COLLECTION Presentation to the press and trade of Mme. Marie-Rose Liebigot's new collection of foundations, designed and made in Paris for Lily of France. Show will be followed by luncheon. By invitation only. <u>Trade showing at 4:00 P.M.</u> Publicity: Eleanor Lambert, MU. 8-2130.	LILY OF FRANCE	417 FIFTH AVENUE SHOWROOM
Wednesday June 13 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION Press showing of Elliot-Charles' Fall collection of day and evening fashions, designed by Charles Wetmore. By invitation. <u>Trade shows at 11:00 A.M. and 2:30 P.M., beginning June 5.</u> Contact: EL. 5-0436.	ELLIOT-CHARLES	106 EAST 60TH STREET SHOWROOM
Wednesday June 13 4:00 P.M. Tea	PRESS & TRADE SHOWING OF FALL COLLECTION Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Fall 1951 collection in junior sizes. In addition, she will show a new group of Young Coutures, sizes 8 to 16. By invitation only. Contact at Reich-Goldfarb: Barbara Banks, WI. 7-5374. Publ.: Eleanor Lambert, MU. 8-2130.	EMILY WILKENS (530 SEVENTH AVENUE)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Wednesday June 13 5:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Puritan Dress Company will present their Fall, 1951 Paris collection of "Forever Young" dresses, at a fashion show and cocktail party. By invitation. Contact: Alberta Firestone, JU. 6-3400; or Vyvyan Donner, CO.5-4382.	PURITAN DRESS COMPANY	WALDORF-ASTORIA SERT ROOM
Wednesday June 13 5:00 P.M. Cocktails	PREVIEW OF FALL AND WINTER COLLECTION Esther Reifer will present her Fall and Winter collection to the press and trade during cocktails. Publicity: Ruth Hammer Associates, EL. 5-7108.	SURREY CLASSICS	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 13	OPENING: FALL LINE Showings at 10:30 A.M., 1:00 P.M., 4:00 P.M. daily.	JUNIOR SOPHISTICATES	498 SEVENTH-15TH FL. Contact: LO. 4-0462.
Thursday June 14 11:00 A.M.	PRESS SHOWING: FALL AND WINTER COLLECTION The press will be invited to a preview of Sophie Originals Fall and Winter ready-to-wear collection. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SOPHIE ORIGINALS	SAKS FIFTH AVENUE SALON MODERNE-3RD FL.
Thursday June 14 12:00 Noon Luncheon	100TH ANNIVERSARY OF SINGER SEWING MACHINES One hundred years of leadership in the manufacture of sewing machines for the home and industry will be presented to the press by Singer. There will be educational, international and industrial exhibits in the Terrace Room. Commentator: John Cameron Swayze. By invitation only. Contact: Anne Cunningham, Young & Rubicam, MU. 9-5000.	SINGER MANUFACTURING CO. SINGER SEWING MACHINE CO.	HOTEL PLAZA GRAND BALLROOM
Thursday June 14 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTIONS "The Affairs of Fashion", presentation of the Fall collections of Luxite Lingerie and Holeproof Hosiery at a cocktail party for the press. By invitation only. Publicity: Nona James, CH. 4-7658.	LUXITE LINGERIE- HOLEPROOF HOSIERY	HOTEL ROOSEVELT GRAND BALLROOM
Thursday June 14 7:00 P.M. Dinner	PARIS INSPIRED BLOUSES AT FASHION SHOWING The National Association of Blouse Manufacturers will present a showing of Paris-inspired blouses for Fall. The Paris blouse originals, from the collections of Balenciaga, Balmain, Desses, Dior, Fath, Gres, Griffe, Lemarchand, Patou and Piquet, will be modelled, along with the American adaptations. Show at 9:00 P.M. Press by invitation. Tickets: \$25.00; contact: LO. 5-4264. Publicity: Eleanor Kairalla Agency, MU. 8-1172.	NATIONAL ASS'N OF BLOUSE MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM
Beginning Thursday June 14	FALL COLLECTION BY CEIL CHAPMAN Ceil Chapman will present her Fall collection to the trade on Thursday, June 14 and Friday, June 15 at 10:30 A.M. and 2:30 P.M.; also, Monday, June 18 through Friday, June 22 at 2:30 P.M. daily. Contact: Alto Schiffrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Tuesday June 19 11:30 A.M. Aperitif; Luncheon	PRESS PREVIEW OF FUR COLLECTION Bernham-Stein will present their Advance Fall and Winter Haute Couture Fur collection. Showing at 11:30 A.M., followed by luncheon. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	BERNHAM-STEIN	660 FIFTH AVENUE SALON
Tuesday June 19 12:00 Noon Cocktails; Luncheon	PRESS SHOWING OF SUN GLASSES "Sun Glasses For Sun Glamour"--preview of sun glasses, coordinated with new fashions, to emphasize the beauty and fashion aspects of the glasses. Fashion show at 1:30 P.M. By invitation only. Publicity: Gar Schmitt, Hill & Knowlton, LA. 4-1420.	L. J. HOUZE CONVEX GLASS CO.	TAVERN-ON-THE-GREEN 67TH & CENTRAL PK. W.
Tuesday June 19 3:00 P.M.	PREVIEW: READY-TO- WEAR COLLECTION Elizabeth Arden's ready-to-wear collection for Fall and Winter. By invitation. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON--2ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 20 12:15 P.M.	READY-TO-WEAR DIVISION LUNCHEON MEETING A fashion show of important trends from the Fall collections. Commentator: Gwen Randolph, fashion editor of "Today's Woman" and chairman of the Ready-To-Wear Division. Also, a market report by Alice Burrows, fashion coordinator of the T. Eaton Co., Ltd., N.Y. office. Price (including tax and tip): \$4.75 for members; \$5.00 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday June 20 4:00 P.M.- 7:00 P.M. Cocktails	LA TAUSCA SEMI-ANNUAL FASHION PRESENTATION The House of Heller will present its semi-annual fashion show, featuring the Fall collection of La Tausca simulated pearls. Showing at 5:00 P.M. Commentator: Helen Faith Keane. Fashion Coordinator: Ruth Lerner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	HOTEL PIERRE GRAND BALLROOM
Wednesday June 20 7:15 P.M. Dinner- Dance	SHOWING OF FASHIONS FROM AMERICAN THEATRE The Society of New York Dress Designers, in cooperation with the Council of the Living Theatre, will present a 1951 Fall collection of dresses, inspired by costumes featured in American theatrical productions in the past two centuries. Press by invitation. Tickets: \$20.00 (reserved runway seats); & \$15.00. (<u>Note Change of Date, Time and Place</u>). Contact: Belle Burke, LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	WALDORF-ASTORIA GRAND BALLROOM
Thursday June 21 12:30 P.M. Luncheon	SHOWING OF RIBBONS TO MAGAZINE EDITORS "Ribbon Around The Calendar", with displays for each month of the year, including gift wrappings and decorations. <u>Newspaper editors will be invited to the display at 3:00 P.M.</u> By invitation only. Publicity: Drucella Lowrie, LO. 3-0853.	THE RIBBON GUILD, INC.	WALDORF-ASTORIA FLAMINGO ROOM
Thursday June 21 4:00 P.M. Cocktails	PREVIEW OF FALL HATS AT HOUSE-WARMING Beatrice-Martin will invite the press to a preview of her Fall millinery collection and house-warming in her new salon. (<u>Note Change of Date and Time</u>). By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH ST. SALON
Friday June 22 2:30 P.M.	PRESS SHOWING OF FALL DRESS COLLECTION Press preview of the Varden dress collection for Fall. By invitation only. Publicity: Elsie Brandt, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Tuesday June 26 8:30 A.M. Breakfast	FALL MILLINERY BREAKFAST CLINIC Semi-annual clinic of the Millinery Merchandising Executives' Association. By invitation. Publicity: Ruth Weintraub, PL. 3-2116 or PL. 3-2117.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA
Tuesday June 26 7:00 P.M. Dinner	FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show and dinner for buyers, retailers and the fashion press. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM

 * THEATRE PAGE WILL BE RESUMED AS SOON AS SPACE IS AVAILABLE *
